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SOCIAL MEDIA

how to use it correctly and efficiently.

Swiss Ski School training course, Bern
October 19th 2016

How will the winter of 2016/17 be?



Agenda.

1. Overview of ST social media activities
2. INLOVEWITHSWITZERLAND.COM
3. Examples
4. Social media for participating
5. Developing ideas
6. Q & A



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Usage of Social Media.

- Social media user worldwide: 2.14 billion people
- Social media user in Switzerland: 78%
- Biggest social media networks worldwide:
Facebook 1.650 Mio. (CH: 3.5 Mio.), **Instagram** 400 Mio. (CH: 500'000),
Twitter 310 Mio. (CH: 700'000)
- Average usage per day:
 - Facebook: 42 min
 - Instagram: 21 min
 - Twitter: 17 min

Social Media – a big chance
and responsibility which takes
place internationally, publicly
and live.



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Official ST platforms.

Facebook

1 main page
24 subpages

1.8 mio. fans

Twitter

21 channels

152'000 follower

Instagram

4 channels

108'000 follower

Pinterest

1 channel

18'100 follower

Plus YouTube, Flickr, Tumblr, LinkedIn, Vine, Snapchat, Periscope, Google+, Weibo, RenRen...

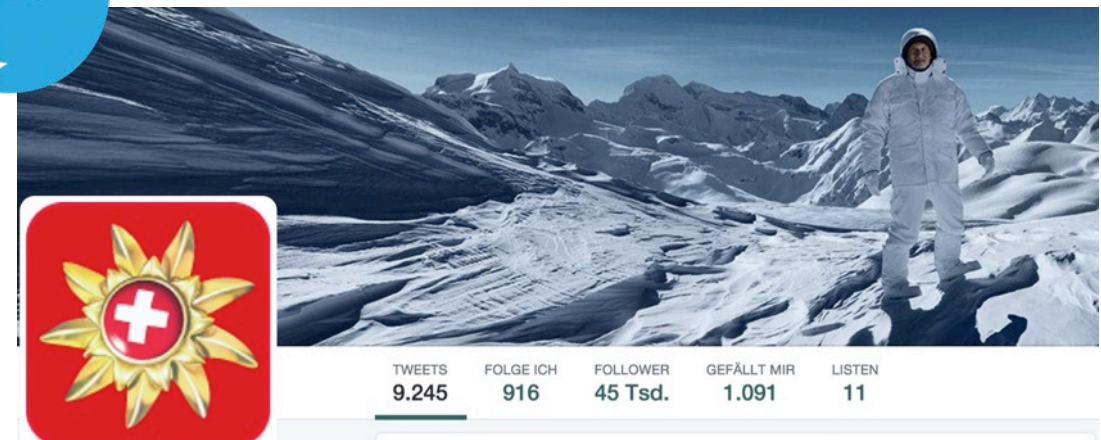
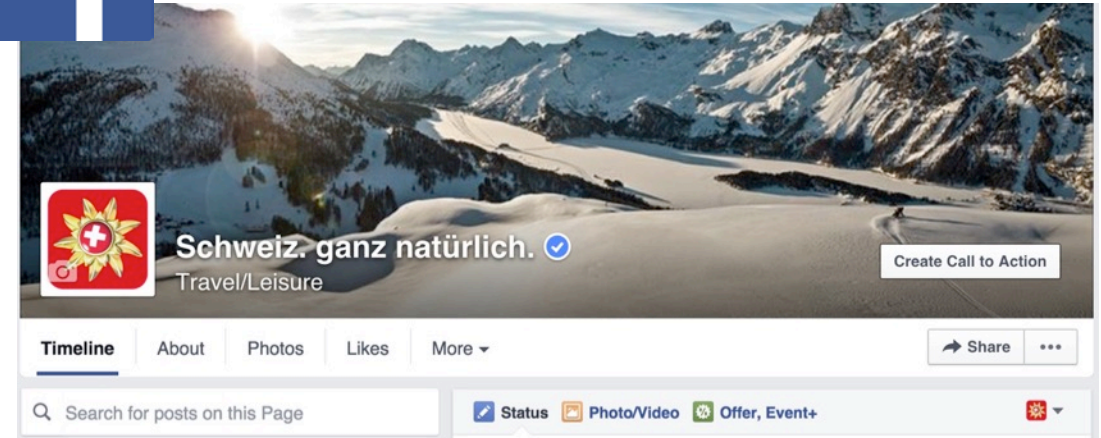
2.6 Mio. fans

Facebook and Twitter.

- Several posts and tweets per day.
- ZH publishes in 4 languages.
- Important channels to promote campaigns, offers and links.
- Biggest fan group for ST.
- High importance for markets.
- Main platform for advertising efforts.

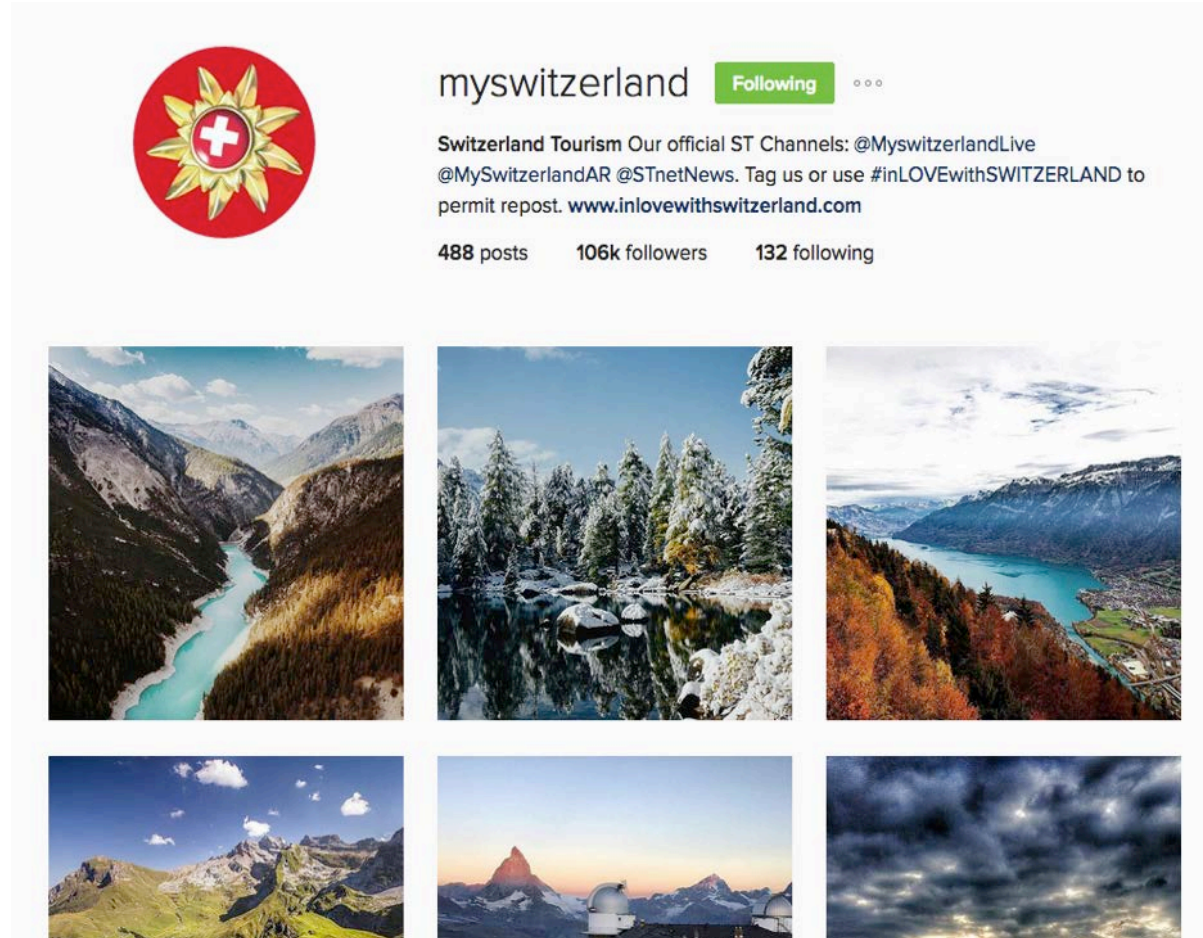


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Instagram.

- The most rapid increasing platform.
- Main source for #INLOVEwithSWITZERLAND-content.
- Stimulates dialog and spreads easily content.
- Fast development, suitable for professional profiles.





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User Generated Content.

What exactly is User Generated Content?

User show what they **experience**, how they **feel** and what they **think**. All of that is shared on the social medias with their friends, followers

... and with us!



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Hashtag, the unknown tool.

What is a “hashtag” and its purpose?

Especially on Instagram and Twitter user “tag” their posts with hashtags. Hashtags are **keywords** to put the post in context and therefore make it **findable**.

This is the reason why Switzerland Tourism communicates in all ways with the official hashtag **#INLOVEWITHSWITZERLAND**. This tool permits the “digital traveler” to tag their story.

It’s a tool for us to find all of their content!

Why #INLOVEWITHSWITZERLAND?

People **fall in love** with Switzerland over and over again. The hashtag is an **emotional statement**.

As our guests post their declaration of love publicly on social media channels, we are able to follow them.

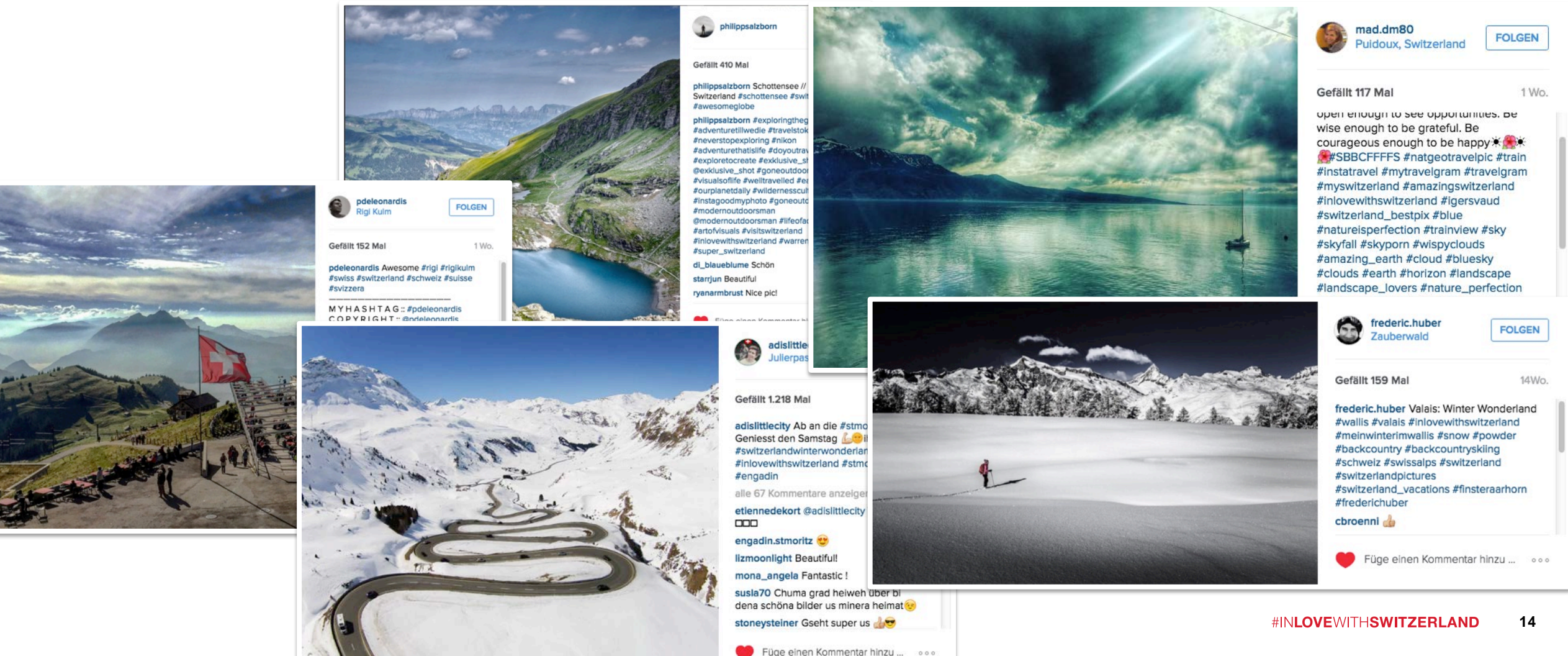
We get to the bottom of love – in real time: what, when and why do people fall #INLOVEWITHSWITZERLAND?

Examples.



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The user apply our hashtag to share their breathtaking pictures!





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2. INLOVEWITHSWITZERLAND.COM



#INLOVEWITHSWITZERLAND – the map.



#INLOVEWITHSWITZERLAND – the map.

User post
with the
hashtag

Approval
by ST

#INLOVEWITHSWITZERLAND

Map

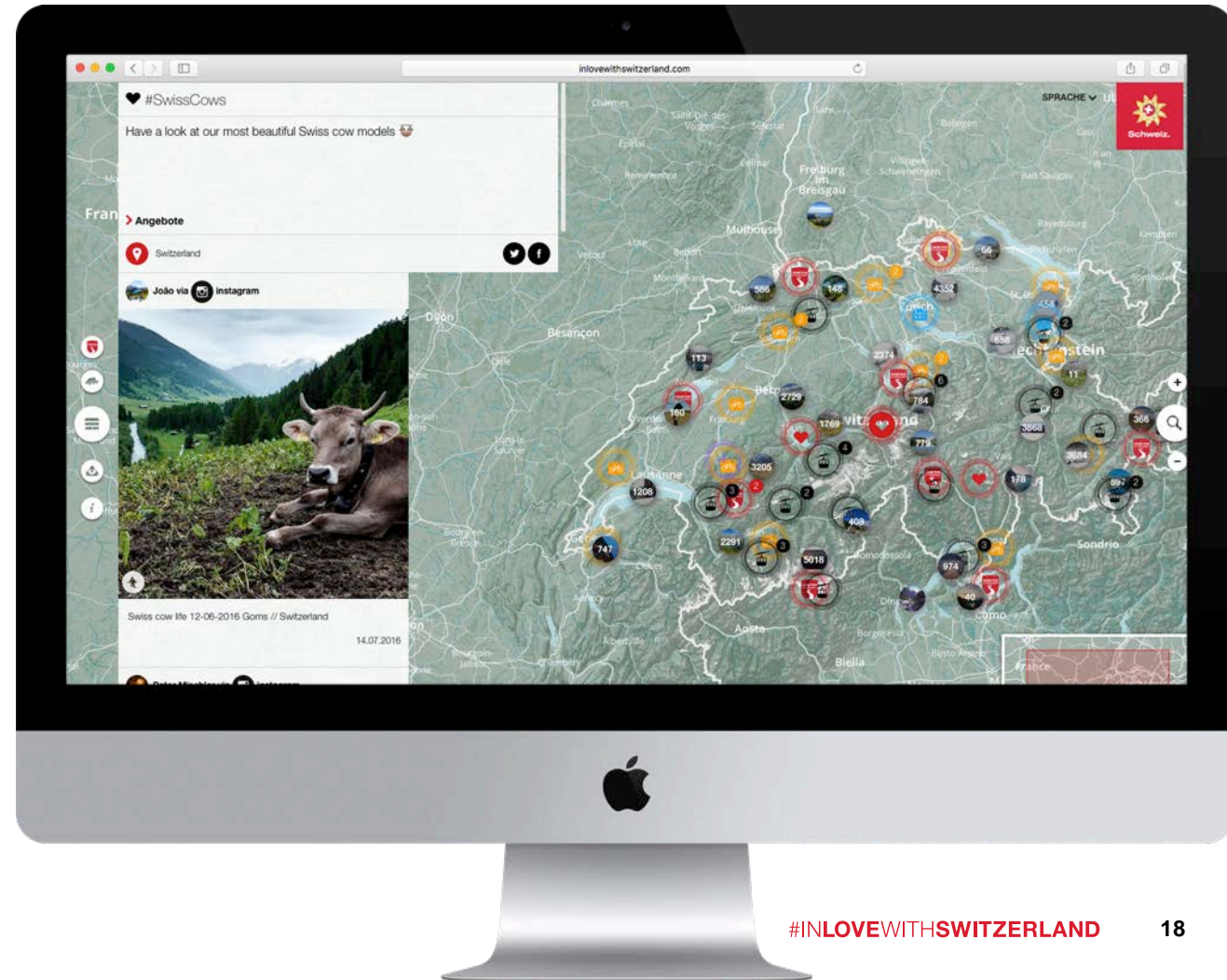
Further use
of content



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Opportunities to share content.

- **User content:**
 - Find & recognize **surprising** content
 - Listen to the **obvious**, collect and distribute it
- **Own content:**
 - create, enrich with user content, promote events





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Opportunities to share content.

Placement on MySwitzerland.com

- Our website is enriched with user content
- The content is published live and is authentic
- Example



3. Examples.



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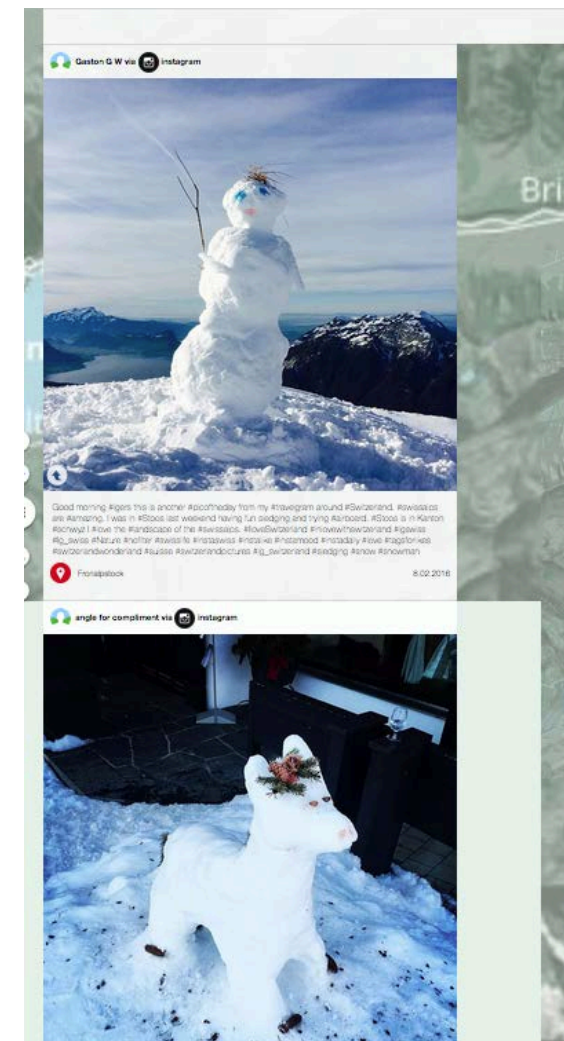
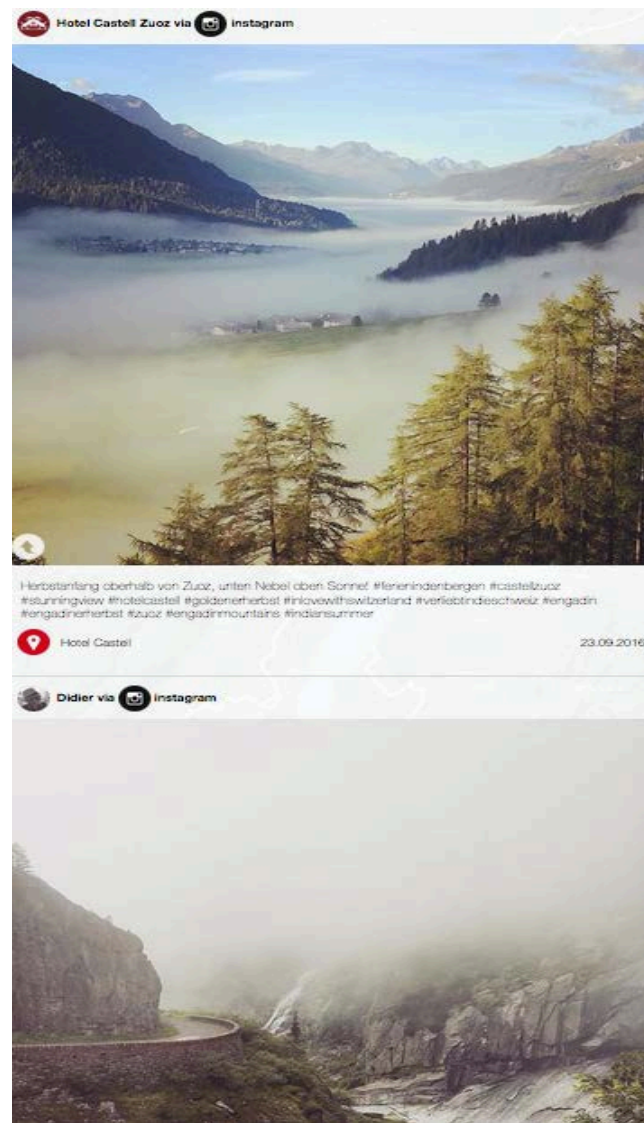
Dialogue.

Most successful post in 2015:

- **88'421** likes
- **1'247** comments
- **8'362** shares
- **1'181'200** number of users reached



- Winter is coming
- Fog
- Snowmen



Winter start 2015.

Ski instructor invasion in Bern



3. Social Media for participating.



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How can a Swiss Ski School use ST's platforms?

... we are the user too!

1. Plan the content (own stories, insider tips, etc.)
2. **Use hashtag(s)**
3. Inform the reference person of ST Schweiz proactively about news, events and projects
4. **Use hashtag(s)**
5. Share STories on the map with your own community
6. Refer to [INLOVEWITHSWITZERLAND.COM](https://www.inlovewithswitzerland.com) and motivate the user to upload and post their stories
7. **Use hashtag(s)**



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How can a Swiss Ski School use ST's platforms?

- Let us take part in your adventures and everyday life
- Show us your background story
- Communicate with us
- **Be the ambassador for our Swiss winter and Swiss snow sport**



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And now?

Social Media – a big chance and responsibility which takes place globally, publicly and live.

Find the guests who are in love and **listen carefully** what they have to say.

Use our hashtag **#INLOVEWITHSWITZERLAND.**

3. Developing ideas.



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Any questions?

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Thank you.